



International Trade Administration Industry and Analysis National Travel and Tourism Office

FAST FACTS: UNITED STATES TRAVEL AND TOURISM INDUSTRY —2014—

Industry

- 2.7% of GDP
- 7.9 million jobs
 - 5.5 million direct; 2.4 million indirect
 - 1.1 million total jobs supported by international travelers
- \$1.6 trillion in travel & tourism total sales
 - \$913.1 billion direct; \$662.6 billion indirect

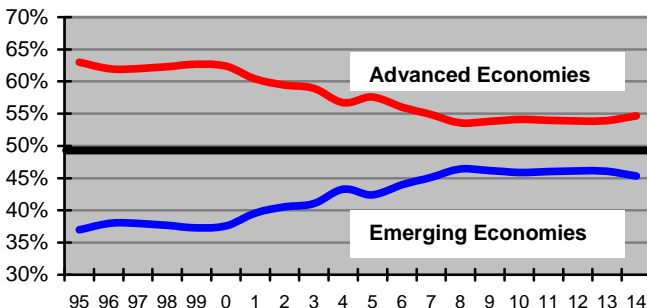
Trade

- \$220.8 billion international spending in United States
- \$75.1 billion surplus
- Travel and tourism receipts: 31% of U.S. *services* exports
- Travel and tourism receipts: 9% of *all* U.S. exports

Market Share

- Dominant 14.2% share of world traveler spending—well ahead of Spain and China
- 6.6% share of world travelers—2nd only to France
- Advanced economies were losing market share of global arrivals to emerging economies until 2009, especially to China, Hong Kong, Malaysia, and Thailand. More recently the trend has stalled and even reversed—likely the result of a combination of lower growth in intra-regional travel within Asia and higher growth in intra-regional travel within Europe.

Share of Global Arrivals (1995-2014)



Source: United Nations World Tourism Organization (June 2015)

Spending to and within the U.S. (2014)

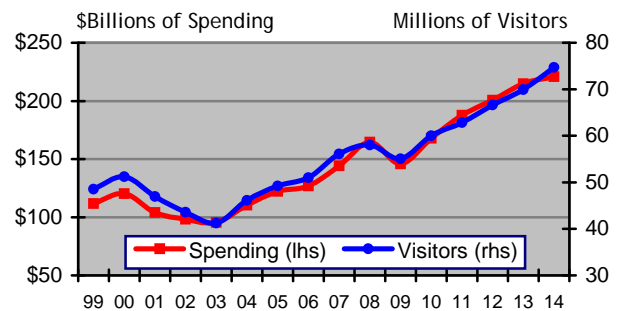
Total \$220.8 billion

2014 Travel Exports* (for all purposes including education)

1 Canada	\$27.2 billion	6 Brazil	\$13.0 billion
2 China	\$23.8 billion	7 India	\$9.6 billion
3 Mexico	\$19.3 billion	8 S. Korea	\$7.8 billion
4 Japan	\$17.3 billion	9 Germany	\$7.4 billion
5 U.K.	\$13.2 billion	10 Australia	\$6.1 billion

* NTTO estimates for passenger fare portion of travel exports are used until BEA estimates are available (October 2015)

U.S. Spending and Visitors (1999-2014)



Visitors to the U.S. (2014)

Total	74.8 million		
1 Canada	23.0 million	6 China	2.2 million
2 Mexico	17.3 million	7 Germany	2.0 million
3 U.K.	4.0 million	8 France	1.6 million
4 Japan	3.6 million	9 S. Korea	1.4 million
5 Brazil	2.3 million	10 Australia	1.3 million

Sources: U.S. Department of Commerce, International Trade Administration, Industry & Analysis, National Travel and Tourism Office; U.S. Department of Commerce, Bureau of Economic Analysis; Statistics Canada; Banco de Mexico; U.N. World Tourism Organization.

September 2015

